

# **U.S REPRESENTATIVE GUIDELINES**

**FOR**



**MAY 26, 2008  
3 P.M.**

**CONTACT:** THE WHITE HOUSE COMMISSION ON REMEMBRANCE  
1750 NEW YORK AVENUE, 20006 NW  
WASHINGTON, DC

**TEL:** 202-783-4665

**FAX:** 202-783-1168

**Email:** [COMMISSION@REMEMBER.GOV](mailto:COMMISSION@REMEMBER.GOV)



*The White House  
Commission on Remembrance*

*1750 New York Avenue NW  
Washington, D.C. 20006  
Office : (202) 783-4665  
Fax : (202) 783-1168  
[www.remember.gov](http://www.remember.gov)*

# ***NATIONAL MOMENT OF REMEMBRANCE U.S REPRESENTATIVE GUIDELINES***

## **Contents**

- 1. How to Promote**
- 2. News Release**
- 3. Talking Points**
- 4. Memo to Staff**



*The White House  
Commission on Remembrance*

1750 New York Avenue NW  
Washington, D.C. 20006  
Office : (202) 783-4665  
Fax : (202) 783-1168  
[www.remember.gov](http://www.remember.gov)

## **HOW TO PROMOTE THE *NATIONAL MOMENT OF REMEMBRANCE***

### **Prior to Memorial Day**

☆ **Mention the *Moment*:**

- In internal communication to staff
- At public events the Representative will speak during the week before Memorial Day
- In the Representative's newsletter to constituents
- On the Representative's website

☆ **Place The White House Commission on Remembrance's logo on your website and link it to [www.remember.gov](http://www.remember.gov)**

☆ **You can download and use promotional items available [www.remember.gov](http://www.remember.gov)**

☆ **Display the *National Moment of Remembrance* poster in your DC and state offices.**

☆ **The Representative's press office assist in promotion of the *Moment*.**

### **On Memorial Day**

☆ **Before 3 p.m. on Memorial Day (for inclusion in Memorial Day speeches):**

- During the Representative's speech at Memorial Day events, remind the audience to observe the *Moment* at 3 p.m.
- Suggested comments:  
"Today at 3 p.m. wherever you are, please pause for the Memorial Day *National Moment of Remembrance* established by Congress. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give back to our country in their memory. It is an act of national unity that connects us as Americans. For all the fallen, let us make this Nation one. Thank you."

☆ **At 3 p.m. on Memorial Day (announcement of *Moment*):**

- If the Representative is speaking at a public event, invite the audience to stand and pause for a *Moment* to honor America's fallen.

Suggested comments:

"May I have your attention. Please join us on this Memorial Day for the *National Moment of Remembrance* established by Congress. In honor of those who died for our freedom, please place your hand over your heart. For all the fallen, let us make this Nation one. Thank you."

Please notify the Commission if the Representative participates publicly in the *Moment*. We would like to acknowledge the support of Representative's support on our website. E-mail the Commission at [commission@remember.gov](mailto:commission@remember.gov)



*The White House*  
*Commission on Remembrance*

1750 New York Avenue NW  
Washington, D.C. 20006  
Office : (202) 783-4665  
Fax : (202) 783-1168  
[www.remember.gov](http://www.remember.gov)

## NEWS RELEASE

### **AMERICANS ASKED TO UNITE IN REMEMBRANCE ON MEMORIAL DAY** **AT 3P.M. FOR THE *NATIONAL MOMENT OF REMEMBRANCE***

**FOR IMMEDIATE RELEASE**

Today, (**Name of Representative**) called on the citizens of (**District**) to pause on Memorial Day for the *National Moment of Remembrance* to honor those who died for our freedom. Congress mandated the *National Moment of Remembrance*, calling all citizens to pause wherever they are at 3 p.m., local time, on Memorial Day. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.

(Include a quote from the Representative).

The goal is to put "Memorial" back in Memorial Day. A Gallup Poll revealed that only 28 percent of Americans know the meaning of this noble holiday. Representative (**Name**) noted that the *Moment* does not replace traditional Memorial Day events; rather it is an act of national unity to honor our fallen. In this shared remembrance, we connect as Americans. The Representative expressed hope that speakers at traditional Memorial Day events earlier in the day will encourage participation in the *National Moment of Remembrance*.

The White House Commission on Remembrance was established by Congress to promote the values of Memorial Day by acts of remembrance throughout the year. The major initiative of the Commission is the *National Moment of Remembrance*.



*The White House*  
*Commission on Remembrance*

1750 New York Avenue NW  
Washington, D.C. 20006  
Office : (202) 783-4665  
Fax : (202) 783-1168  
[www.remember.gov](http://www.remember.gov)

**TALKING POINTS FOR  
THE NATIONAL MOMENT OF REMEMBRANCE**

- ★ The *National Moment of Remembrance*, formally established by Congress, asks Americans wherever they are at 3 p.m., local time, on Memorial Day to pause in an act of national unity. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.
- ★ The idea of the *National Moment of Remembrance* was born when children visiting Washington, D.C. were asked by the Commission's Director what Memorial Day means. They responded, "That's the day the pool opens!"
- ★ A Gallup Poll revealed that only 28% of Americans know the true meaning of Memorial Day. Most view it as a "day off" rather than a day to connect with our Nation's history and values by honoring those who gave their lives for us. The *National Moment of Remembrance* is a nationwide effort to put the "Memorial" back in Memorial Day.
- ★ The *National Moment of Remembrance* helps to ensure that this and future generations of Americans remember the sacrifices and costs in human life made to preserve our liberties and instill in them an understanding of what it means to be an American.
- ★ The *Moment* does not replace traditional Memorial Day events; rather it is an act of national unity to honor our fallen. In this shared remembrance, we connect as Americans.
- ★ Memorial Day is not about war, but remembering the brave men and women who paid for our freedom with their lives. Participation in the *National Moment of Remembrance* helps reclaim the holiday for the noble purpose for which it was intended.
- ★ On Memorial Day, Major League Baseball games will stop, Amtrak train whistles will blast across the Nation and hundreds of other nationwide participants will ask Americans to pause for the *National Moment of Remembrance*.
- ★ Patriot Partners include Department of Defense, VA Hospitals, NASCAR, Wal-Mart, National Grocers Association, the National Constitution Center, the Liberty Bell, the Statue of Liberty, Mount Rushmore and the International Space Station.
- ★ The National Association for Music Education, Bugles Across America and The Getzen Instrument Company have arranged for volunteer buglers to play Taps for the *Moment* in places such as hospitals, retirement communities, national parks, thoroughbred racing, bus terminals, nursing homes, beaches and grocery stores. Echoes of remembrance will sound across America.
- ★ The casualties of war include both those who died on the battlefield as well as the families they left behind. On Memorial Day, as we remember the sacrifices made by brave men and women, we should be aware that the families of our fallen remember that sacrifice every day. The *Moment* is a way to say, "Thank you, we remember."
- ★ The White House Commission on Remembrance was established by Congress (PL 106-579) to promote the values of Memorial Day by acts of remembrance throughout the year. The major initiative of the Commission is the *National Moment of Remembrance*.
- ★ Participation in the *National Moment of Remembrance* may be informal. Simply pause and place your hand over your heart as a gesture of respect and gratitude. You can ring a bell. You can ask others to join you in your neighborhood, pool, picnic grounds or anywhere you may be.



*The White House*  
*Commission on Remembrance*

1750 New York Avenue NW  
Washington, D.C. 20006  
Office : (202) 783-4665  
Fax : (202) 783-1168  
[www.remember.gov](http://www.remember.gov)

MEMO TO: ALL STAFF

FROM: (U.S REPRESENTATIVE)

SUBJECT: *NATIONAL MOMENT OF REMEMBRANCE* ON MEMORIAL DAY  
PAUSE AT 3 P.M. WHEREVER YOU ARE

***WHAT:***

The *National Moment of Remembrance*, formally established by Congress, asks Americans wherever they are at 3 p.m., local time, on Memorial Day to pause in an act of national unity. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.

***BACKGROUND:***

Memorial Day (first called Decoration Day) began in 1868 to remember those killed in the Civil War. Since World War I, Memorial Day has become a time to honor all those who died in service to our Nation throughout the history.

The idea for the *Moment* was born when children touring the Nation's Capital were asked by the Commission's Director what Memorial Day means and responded, "That's the day the pool opens." A Gallup Poll revealed that only 28% of Americans know the meaning of this noble holiday and most view it as a "day off" rather than a day to connect with our Nation's history and values. We need to put "Memorial" back in Memorial Day. The *Moment* does not replace traditional Memorial Day events; it is an act of national unity to honor our fallen. In this shared remembrance, we connect as Americans.

***WHAT YOU CAN DO:***

Wherever you are, alone or with family and friends – observe the *Moment* at 3 p.m., local time, on Memorial Day, May 26, 2008. Pause for a *Moment* to think about those who paid for our freedom with their lives and make a commitment to give back to our country in their memory.

Ask others to remember – relatives, friends, church, neighborhood, or co-workers to observe the *Moment*.

Your participation in this shared remembrance will help to unite the country and demonstrate gratitude and respect for those who died so that we may live in freedom.

It can be informal as ringing a bell to mark the *Moment*. Bells have a very significant symbol—from proclaiming liberty throughout all the land to the marking of a passing soul.

Visit [www.remember.gov](http://www.remember.gov).

***“ The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart..... should swell into a mighty chorus of remembrance, gratitude and rededication on this solemn occasion.”***

*Abraham Lincoln*